

FORGEDBI • LEAD-GEN SCORECARD

Demarkbuild

demarkbuild.forgehome.io



Needs work • ~12–18 leads/mo at stake

0

Service Pages
0 pages

0

Location Pages
0 pages

0

Project Pages
0 pages

30

Lead Capture
no 24/7 capture

40

Scheduling
no self-serve booking

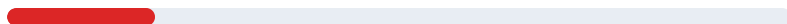
Category breakdown

SEO 30%



73

Page Structure & Content 25%



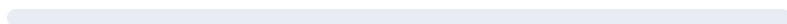
19

Tracking & Analytics 20%



100

Performance & Mobile UX 20%



Not
assessed

Security & Trust 5%



100

What's costing you projects

01 **CRITICAL** This site has no dedicated service pages

This site has no dedicated service pages. Homeowners search by service ("kitchen remodel", "home addition", "bathroom renovation") — without a page for each one, you don't show up in those searches and visitors can't see whether you do what they need.

FORGEDBI Add one page per service you offer. Each should explain scope, materials, typical timeline, before/after photos, FAQ, and a clear estimate-request CTA.

02 **HIGH** No service pages means no surface for Google to rank against service keywords

No service pages means no surface for Google to rank against service keywords. Local competitors with service pages will out-rank you for every "[service] near me" query in your market.

FORGEDBI Create individual service pages. Use schema.org/Service markup on each so Google understands what you do.

03 **HIGH** This site has no project / portfolio pages

This site has no project / portfolio pages. Homeowners considering a contractor want to see past work — real photos, scope, location, timeline. Without that proof, they bounce to a competitor whose site shows the goods.

FORGEDBI Add a Projects section. Each project should have 6–12 photos, a one-paragraph scope, location, project duration, and link back to the relevant service page.

04 **HIGH** This site has no way to capture leads

This site has no way to capture leads — no form, no scheduling, no clear phone CTA. Visitors who don't already have your number can't reach you.

FORGEDBI Add at least one form (contact / estimate request) and ideally an online scheduling embed so homeowners can book themselves 24/7. ForgeHome's AI Assistant qualifies inbound calls and form submissions automatically.

05 **MEDIUM** This site has no location pages

This site has no location pages. If you serve more than one city or neighborhood, each market needs its own page with unique local content — otherwise you can't rank in any market you don't physically sit in.

FORGEDBI Add a page per service area ("Kitchen remodels in [city]", etc.) with local photos, local proof, embedded map, and LocalBusiness schema.

What changes with ForgeDBI

- ✓ Every after-hours call gets answered and qualified — leads stop going to your competitors. **AI ASSISTANT**
- ✓ Homeowners can self-book a consultation in 60 seconds, with UTM attribution intact. **SCHEDULING**
- ✓ Every call, form, and booking lands in one dashboard — you stop losing track of who reached out. **DASHBOARD**

forgedbi.com

Audited June 24, 2026 • 0 pages • 6 issues